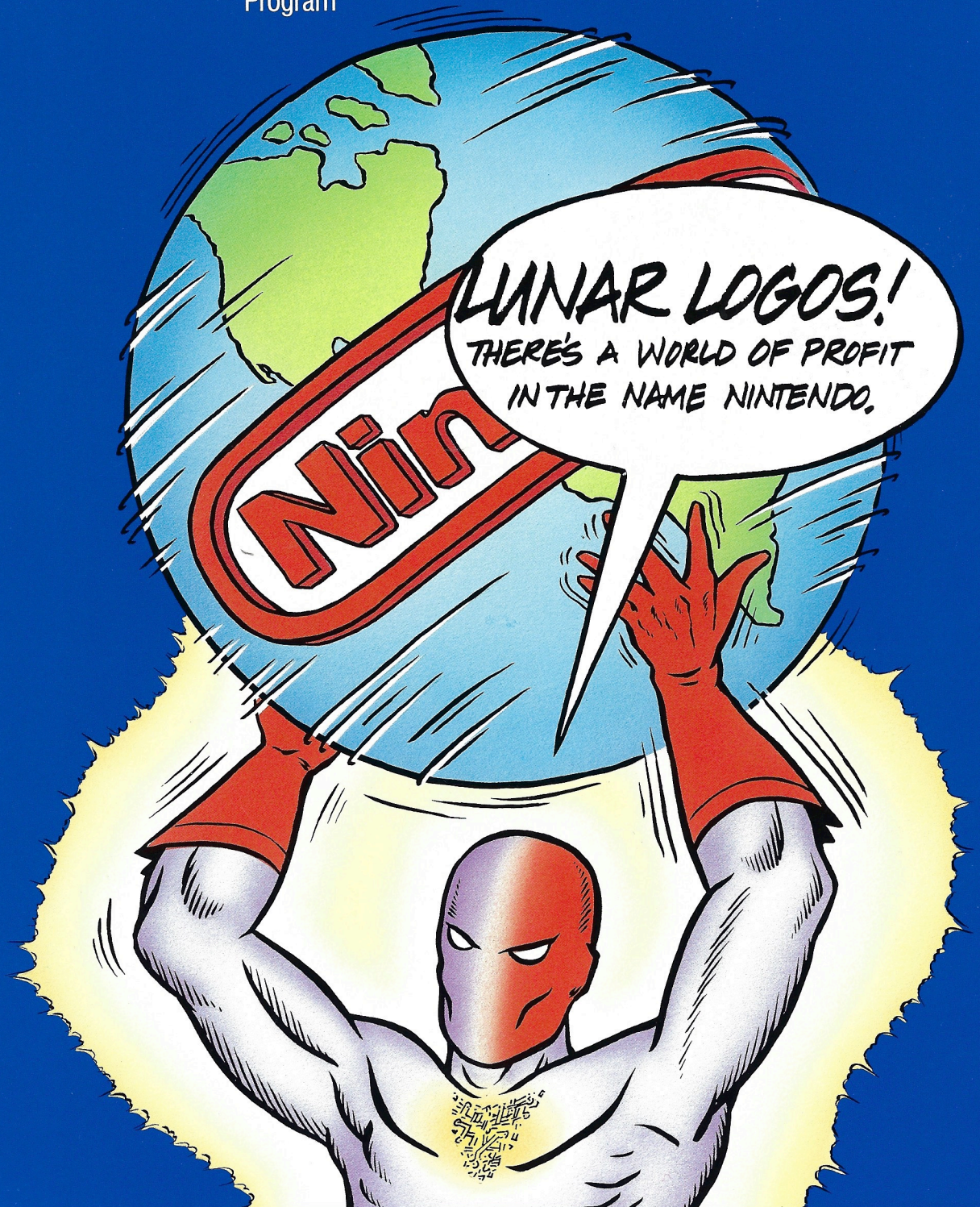
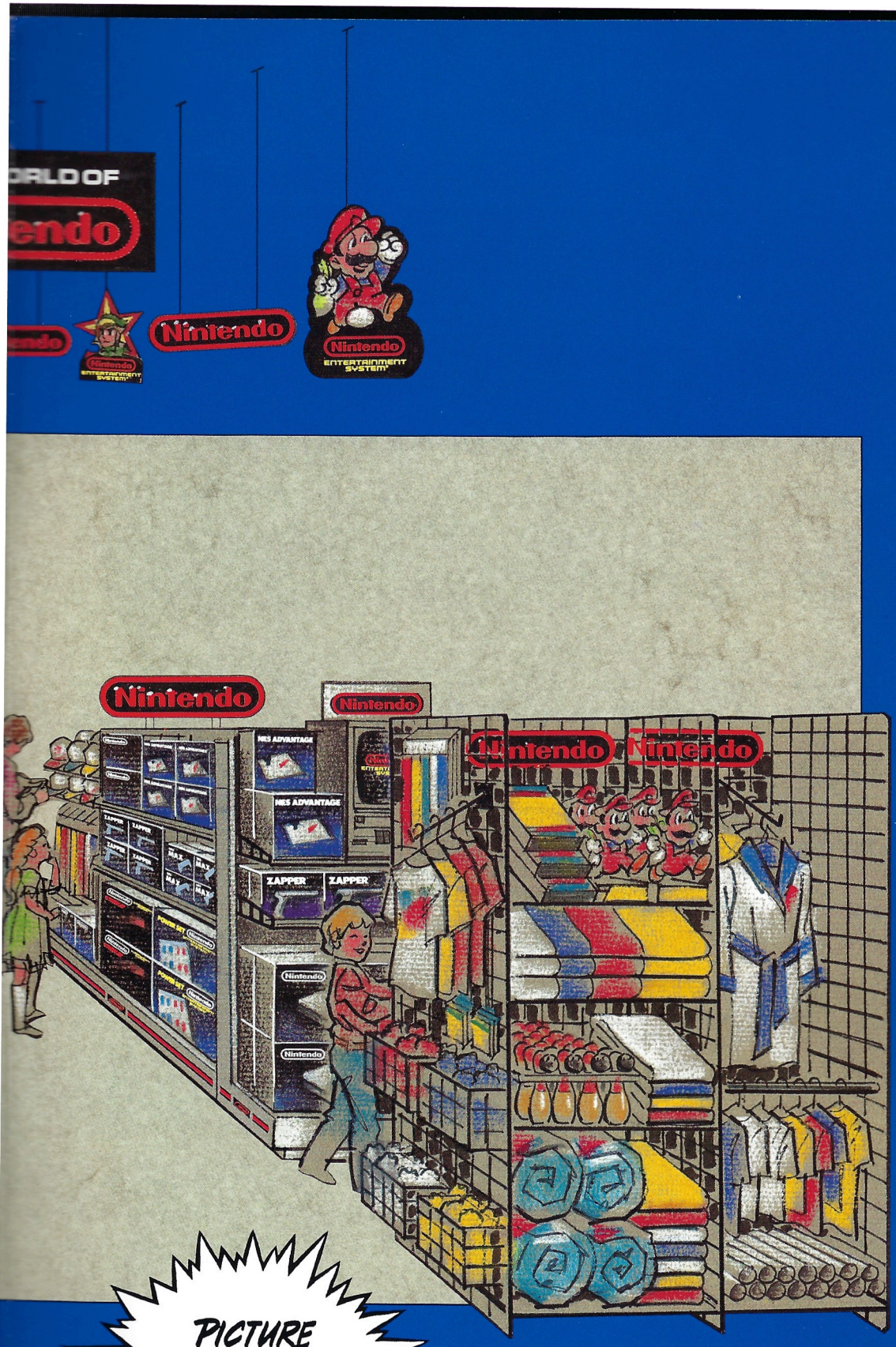
Nintendo® is firing up the imagination of kids of all ages all across the country. Why not use the hottest name in the business anyway and everyway you can to ignite sales in your store?

- Add incremental sales and profits on highly recognized Nintendo merchandise
- Centralize all the excitement in one special, easy-to-identify place
- Double your 1989 merchandising accrual by participating in THE WORLD OF NINTENDO$_{sm}$ In-Store Program



Now, THE WORLD OF NINTENDO℠ includes much more than hardware, software and accessories. There are Nintendo® toys and games, storybooks, T-shirts and other ready-to-wear, school supplies, linens, sleeping bags and sleepwear, plush, watches and more licensee products on the way. All carrying the built-in sales appeal of the Nintendo name. And it can be packaged in-store by the most aggressive merchandising program ever—THE WORLD OF NINTENDO!

In 1989, Nintendo will spend millions to make its name even more dominant in the American marketplace. This plan includes the premier of a nationally syndicated, half-hour animated T.V. show—The Super Mario Bros. Super Show™—featuring Mario, Luigi, and other famous Nintendo characters.



This whole effort will have customers scrambling for Nintendo products like never before.

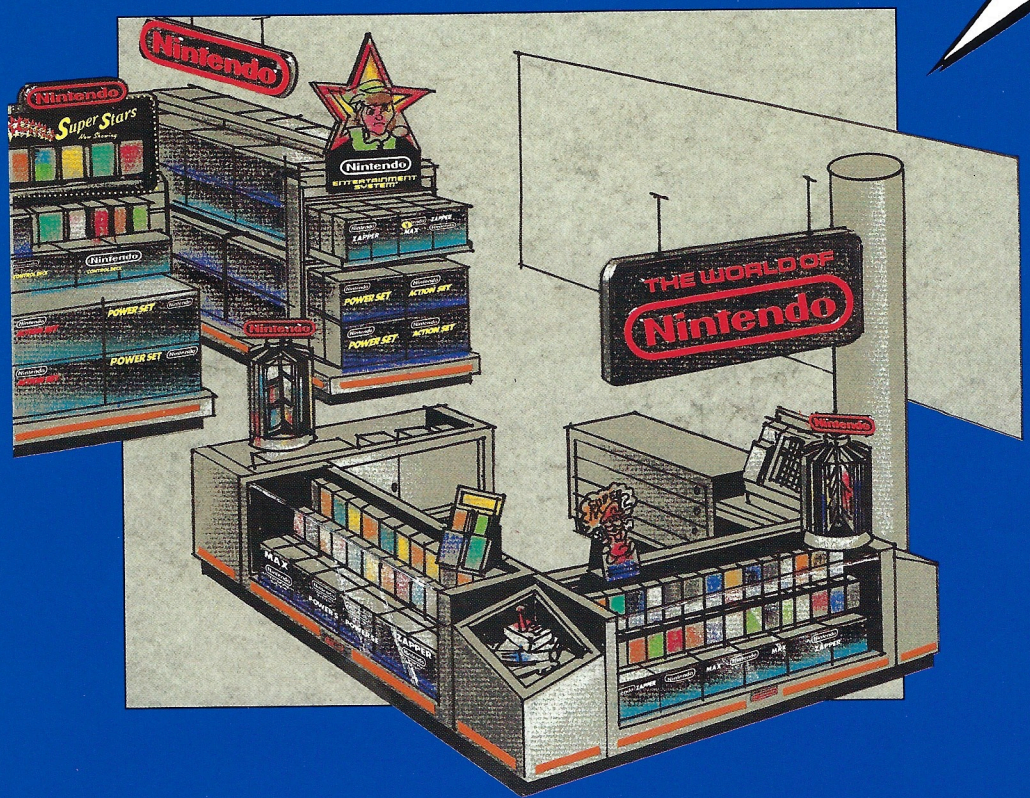
THE WORLD OF NINTENDO makes it easy for them to find what they're looking for. It's a magical environment that attracts and mesmerizes customers. Entertains them. Helps sales people serve customers faster and better. And turns product into profit before your very eyes.

But that's not all. THE WORLD OF NINTENDO does more than help sell *Nintendo* products. Like a magnet, it pulls more people to and through your store, buying all the way.

THE WORLD OF NINTENDO. It's an astronomical opportunity you'll want to explore. So see your authorized Nintendo sales representative for all the details.

THE WORLD OF Nintendo

WE CAN MAKE THE WORLD WORK FOR YOU!



LEISURE CONCEPTS INC.

Nintendo®

Official Nintendo Seal of Quality

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